

## Idaho Traveler Profile

The following report provides an executive summary of the 1999-2000 Idaho Motor Vehicle Traveler Study.

People traveling on roads in all regions of Idaho who participated in the 1999-2000 Motor Vehicle Traveler Study were asked a number of questions regarding their origin, destinations, spending, length of stay, and activities.

Approximately 18,000 persons were interviewed from October 1999 to November 2000 at 56 locations throughout Idaho. Of these, about 50% returned a mail-back survey<sup>o</sup> providing more details of their travel in Idaho.

This study does not include air travelers who did not leave the city limits of their destination.

### Key Findings:

- o **Number of Travelers:** Table 1 displays the total number of travel parties segmented by Resident and Non-Resident. To calculate the total number of travelers, multiply the number of parties by 2, the average party size for these travel groups.

Table 1. Estimated number of Travel Parties

Travel Type	Proportion	Total Travel Parties
Resident Inter Region (RIR)	13%	4,928,918
Non-Resident Visitor (NRV)	18%	7,893,412
Non Resident Pass-Thru (NRPT)	52%	13,822,399
Total Travel Parties	100%	26,644,730

- According to Table 1, there were approximately 53 million (travel parties x 2) total Motor Vehicle Business and Pleasure Motor Vehicle *travelers* in Idaho from October 1999 to November 2000.
  - The 1993 travel study measured non-resident travel only, and estimated 18.8 million non-resident travel parties came to and through Idaho.
  - The 2000 study estimates total non-resident travel parties at 21.7 million, an increase of approximately 15%. Both studies include non-resident pass-thru travelers.
- **Expenditures:** Figure 1 shows the average daily expenditures of Non-Resident and Inter-Regional Resident Traveler Parties. The total daily average for all travelers is \$101, including pass-through travelers not shown below. The table shows that Idaho residents traveling outside of their 4- or 5-county region have very similar spending patterns to non-resident travelers in the state.

Figure 1.

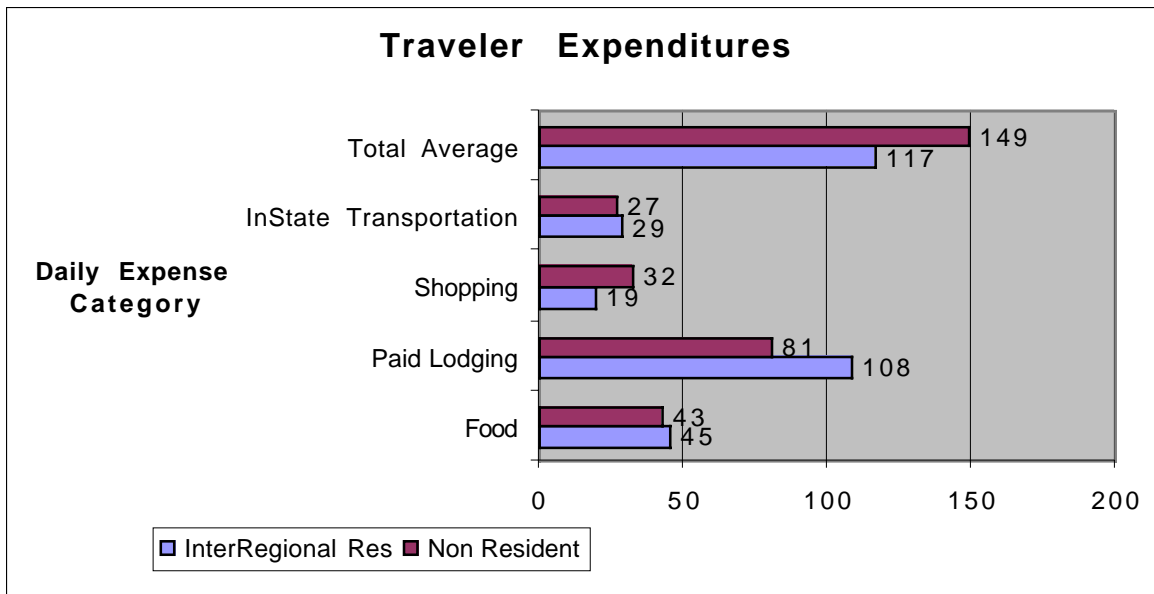
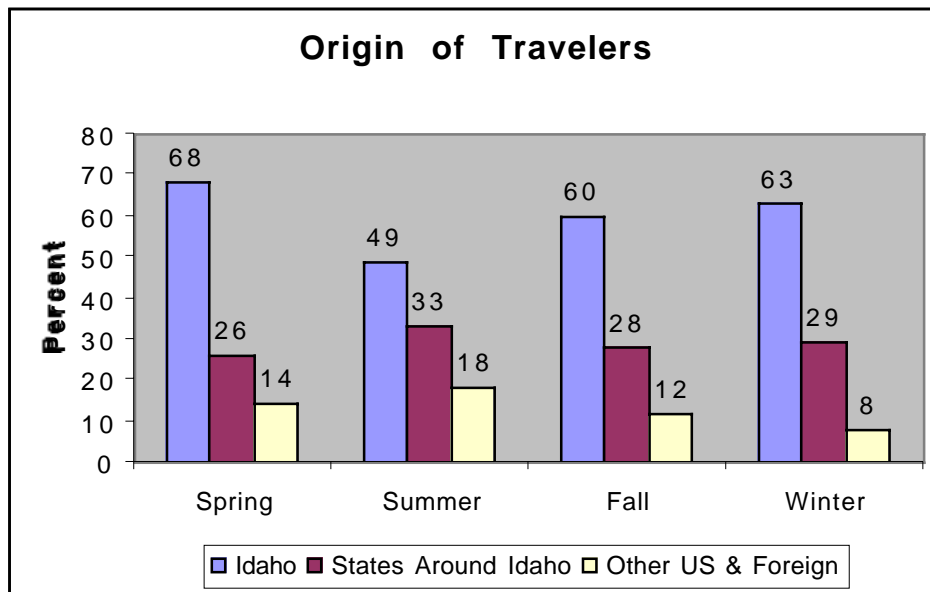


Figure 2.



McLaughlin, W.J., Sanyal N., & Spinosa, D.G. (2001) The 1999-2000 Idaho Statewide Motor Vehicle Traveler Study. A cooperative marketing research partnership among the Idaho Travel Council; Idaho Department of Commerce, Division of Tourism; Idaho Travel Regions; The Idaho Transportation Department; Idaho State Patrol; National Institute for Advanced Transportation Technology; University of Idaho and The Department of Resource Recreation and Tourism, College of Natural Resources. See Web site: [www.its.uidaho.edu/rrt](http://www.its.uidaho.edu/rrt), then click on 1999-2000 Traveler Study.

- **Origin:** Figure 2 shows the percentage of travelers from Idaho, from states around Idaho including WA/OR/NV/UT/WY, MT, and from other states and foreign countries. "High Season" for Idaho is during the summer months when just 49% of travelers are Idahoans, 33% are from nearby states, and 18% are from more distant origins. This origin data does not include pass-thru travelers. Additional information regarding the foreign traveler can be found on the "International Travel" Fact Sheet.
- **Activities:** Idaho travelers participated in a wide variety of activities during their trip, which are broadly characterized in Table 3. The top year round activities are visiting friends and family and engaging in outdoor recreation.

Table 3. Distribution of Activities for Idaho Travelers, % within Travel Pattern

Activity	Resident in Region	Resident		Total %
		Inter- Region	Non-Resident	
Outdoor Recreation	30.0	22.8	16.2	22.0
Visit Friends/Family	20.8	43.1	44.4	38.5
General Driving	9.0	8.6	8.1	8.7
General Leisure	7.4	9.1	15.7	11.7
Shopping	7.9	3.8	5.0	5.7
Organized Sports Events	2.65	5.1	1.6	3.0
Community Entertainment	4.4		.88	2.2
Community Recreation	6.0	2.6	2.2	3.5
Second Home	2.7	.73	2.2	1.9
Cultural Pursuits	2.1	2.2	1.2	1.75

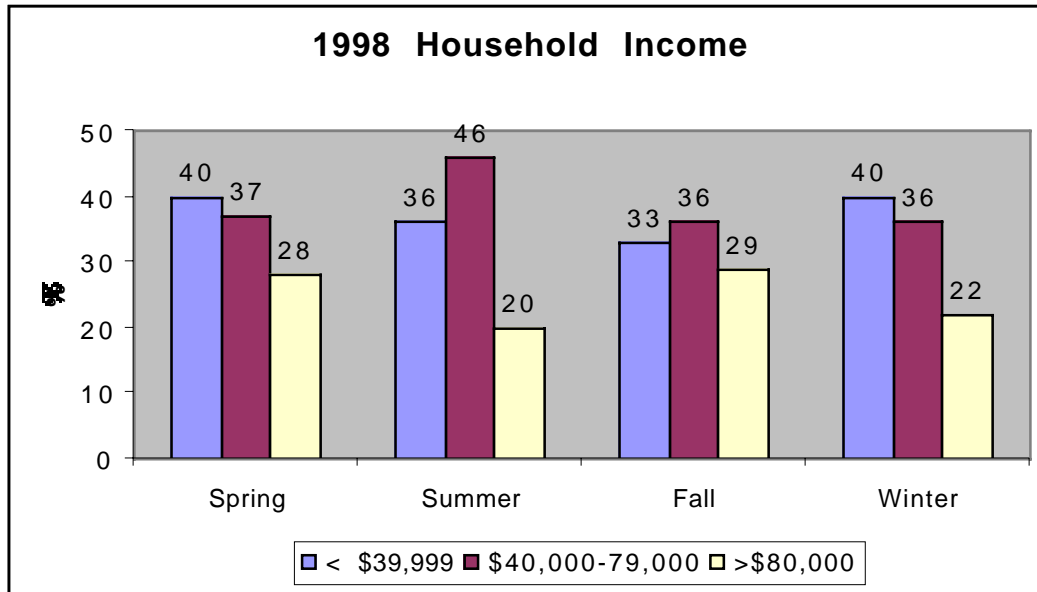
- **Nights in Idaho:** The mean (average) length of stay for travelers is dependent upon factors such as distance from origin, business or pleasure travel, and pass-through vs. destination travel. Given these factors the mean length of stay in Idaho for the following groups is:
  - All resident travelers, including pass-through: 1.56 nights
  - All non-resident travelers including pass-through: 5.42 nights
  - Resident inter-regional pleasure travelers: 2.72 nights
  - Non-resident pleasure travelers: 7.65 nights

This length of stay data includes both paid and unpaid lodging. The data indicate that a resident inter-regional traveler may be a good target market for Idaho destinations, as they spend as much as non-resident travelers and stay an average of almost 3 nights while traveling.

- **Top Travel Planning Sources:** Travelers use a wide variety of resources to plan their trip. 60% of non-resident travelers intercepted in Idaho use the internet for travel information, versus about 40% of residents. The top three choices for planning future Idaho travel were:
  - Brochures/Travel Guides 66%
  - Friends and Family 55%
  - Web/Internet 39%

The research indicates that printed material is still important for travel planning, but the further one is from one's destination the greater the value in websites and other online information.

- **Household Income:** Idaho has traditionally been viewed as a value destination relative to its neighboring states. Its average daily room rate in summer 2001 was just under \$60 versus \$86 for Oregon and \$96 for Washington. The household income levels below reflect the typical traveler Idaho attracts.



➤ **Type of Accommodations:**

Lodging Type	Winter %	Spring %	Summer %	Fall %
Hotel/Motel	37	31	22	37
Resort	7	8	8	3
Bed & Breakfast	0	1	1	1
Condominium	10	1	4	2
Second Home	2	4	10	4
Friend/Relative	52	47	38	49
Idaho State Park	1	3	5	3
Private Campgrd	0	4	11	5
Other Public	2	8	13	6
Campground				
Outfitter Camp	0	0	0	1
Backcountry Site	3	1	3	5
Other	1	3	4	10

Consistent with the purpose of trip, almost half of the travelers who stay overnight in Idaho do so with friends or relatives. While summer may be the busiest season for hoteliers, it's worth noting that a smaller percentage of travelers stay in those types of accommodations during that season than any other season, most likely due to the availability of camping facilities.